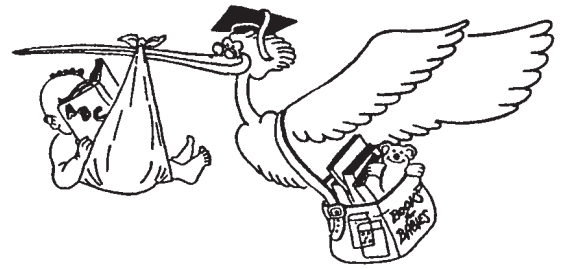


BOOKS FOR BABIES



Give the Gift of Life-Long Learning - Now in Spanish!

Books for Babies

Books for Babies is a national literacy program that acquaints parents of newborns with the important role they play in the development of their children. Parents are presented with a Books for Babies kit containing a quality age-appropriate board book, baby's first library card, and brochures with reading tips for parents and caregivers.

Now Available in Spanish

FOLUSA is proud to present the Books for Babies kit in Spanish. All materials in the Spanish kit are printed in Spanish with the exception of the bib and *Babies Loves Books: A Guide for Grown-Ups*.

What We Know About Early Literacy

Early literacy (reading and writing) does not mean early reading instruction or teaching babies to read; it is the natural development of skills through the enjoyment of books, the importance of positive interactions between babies and parents, and the critical role of literacy-rich experiences.

Literacy development begins at birth and is closely linked to a baby's earliest experiences with books and stories. Babies learn language through social literacy experiences - parents interacting with them using books. These experiences also serve to associate books with parental affection, attention, and approval.

How the Program Works

Organizations such as Friends of the Library groups, members of the General Federation of Women's Clubs, and Junior League organizations purchase Books for Babies packets. These fully assembled packets feature a board book for baby, baby's first library card, and a variety of brochures with reading tips and early literacy information from nationally-recognized educational organizations. Groups often supplement the packets with information about local resources, including library locations and contact information as well as details about lapsit and preschool storyhours.

Parental Involvement

The Books for Babies program is designed to encourage parents to engage in developmentally appropriate literacy activities with their babies. Parents are a critical part of the developmental equation. Babies need human stimuli. They innately orient to faces and would rather listen to speech or singing than any other kind of sound.

Reading aloud to babies is an ideal form of stimulation because it engages visual, auditory, interactive, and attention processes in a pleasurable context. Babies who are read to and engaged in lots of verbal interaction show superior language (and math) skills when compared to children who are not as verbally engaged.

Read to Succeed!

A study of three to five year olds who had been read to at least three times per week found the children:

- ◆ Two times more likely to recognize all letters.
- ◆ Two times more likely to have word-sight recognition.
- ◆ Two times more likely to understand words in context.

The Early Childhood Longitudinal Study found that 62% of parents with a high socioeconomic status read to their children every day compared to only 36% of parents with a low socioeconomic status.

Source: National Institute for Family Literacy, <http://www.nifl.gov/nifl/facts/parental.html>, 1999.



How to Start a Books for Babies Program in Your Community

1. Determine your target audience. Decide if you will give a kit to all new babies born in your community, or if you will target a specific population, i.e., first-time parents, teen mothers, or at-risk parents.
2. Plan your strategy for distributing the kits. Research organizations in your community to determine the best method of distribution. Some examples include:
 - ◆ Local Library
 - ◆ County Health Department Programs
 - ◆ Well-Baby Clinics
 - ◆ Teen Pregnancy Clinics
 - ◆ Lamaze Classes
 - ◆ Literacy Organizations
 - ◆ Local Pediatrician and Obstetrician Offices
 - ◆ Maternity Wards
3. Work with the appropriate organization to determine how the kits will be presented to parents. The maximum benefit is derived when the kits are personally presented to new parents. A few minutes of conversation or orientation with the new parents, emphasizing that it is crucial to talk to and read to the baby in order to activate the learning process, will make parents aware of their important role in exposing their baby to books and reading.
4. Decide what other materials or information your organization would like to include in the kits. Contact the local Friends of the Library, library director, or children's librarian to develop a plan to encourage parents and babies to visit their library. Select materials to include in the kits: library hours and phone numbers, flyers promoting storyhours or parenting programs, and a library card registration form.
5. Solicit local co-sponsorship of the program. Business sponsors should be given the opportunity to have their names listed in local materials and should be publicly acknowledged. Companies such as ARCO, Chrysler, Wal-Mart, B. Dalton, McDonald's, and Pizza Hut all work with local literacy programs. Consider public utilities, insurance companies, telephone companies, banks, children's stores, toy stores, fast food franchises, newspapers, television stations, diaper services, hospital auxiliary groups, convenience stores, radio stations, and local cable companies.

6. Consider a partnership with another charitable organization. Examples of successful partnerships in other communities include hospital auxiliary groups, AAUW, Kiwanis, Lions, Rotary, Mensa, Altrusa, Junior League, PTA, literacy groups, local foundations, General Federation of Women's Clubs, United Way, Telephone Pioneers, Chamber of Commerce, and Soroptimist. Combining forces will help with fundraising and distribution.
7. Check the FOLUSA website at www.folusa.org for examples of successful programs from around the country. Photographs of packet contents also available.

Tips to Share with New Parents

Share these tips with parents when you distribute the Books for Babies kit:

1. Talk, sing, and tell nursery rhymes to your baby - that is how your baby bonds with you and learns language.
2. It is never too early to begin sharing books with your baby. Your baby will love sharing books with you.
3. Show your baby the book and point to the pictures. Touch your baby when sharing books.
4. Talk in a fun and excited voice. Tell a story about the pictures that get your baby's attention. Stop when your baby loses interest.
5. Let your baby drool on, play with, and chew the book. It is made for it.
6. Change television time to book time. Your baby needs contact with you and other loved ones.
7. Visit your local library. The children's librarian will lend you more books for free!

For more information, please contact:

Friends of Libraries U.S.A.

109 S. 13th Street, Suite 3-N

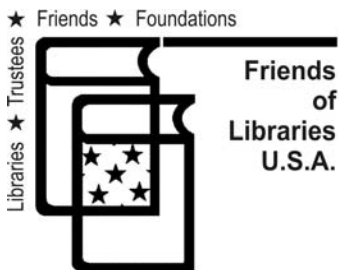
Philadelphia, PA 19107

Phone: (800) 936-5872

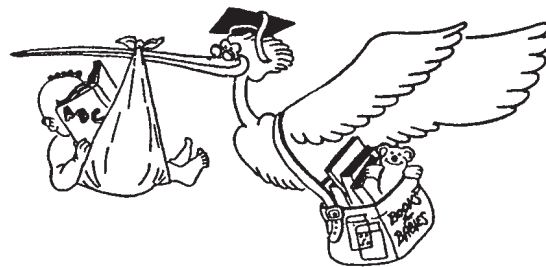
Fax: (215) 545-3821

Web: www.folusa.org

Email: friends@folusa.org



BOOKS FOR BABIES



Give the Gift of Life-Long Learning - Now in Spanish!

Help new parents give the gift of life-long learning with a Books for Babies kit. For more information about starting a program in your community, visit www.folusa.org where you will find photographs of the kits and more detailed information about the contents.

The FOLUSA Books for Babies Kit contains:

- | | |
|---|---|
| Baby's First Book (title subject to change) | Bookmark with Reading Tips for Parents |
| Baby's First Library Card | <i>The ABCs for Developing Your Child's Mind</i> Brochure |
| <i>Babies Love Books: A Guide for Grown-ups</i> Booklet | <i>Raising a Reader, Raising a Writer</i> Brochure |

Organization _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Email _____

NOTE: UPS will not deliver to Post Office boxes. Please provide a complete street address above.

Please indicate type of address (circle one): Business Residential

Kits are available for purchase in multiples of 25. Shipping and handling included except for Alaska, Hawaii, and international orders. Please contact FOLUSA for information regarding shipping to these locations.

All materials in the Spanish kit are printed in Spanish with the exception of the bib which features the Books for Babies logo pictured above. To purchase by credit card, please call FOLUSA or order online at www.folusa.org.

Quantity:

_____	\$9 each	English Sample Kit	Sample kit includes bib.	Subtotal: _____
_____	\$9 each	Spanish Sample Kit	Sample kit includes bib.	Subtotal: _____
_____	\$6 each	English Kits	Order in multiples of 25.	Subtotal: _____
_____	\$8 each	English Kits with Bib	Order in multiples of 25.	Subtotal: _____
_____	\$6 each	Spanish Kits	Order in multiples of 25.	Subtotal: _____
_____	\$8 each	Spanish Kits with Bib	Order in multiples of 25.	Subtotal: _____
_____	\$3 each	English Bibs Only	Order in multiples of 5.	Subtotal: _____

Order Total: _____

Please send this form and payment to: Friends of Libraries U.S.A.,
109 S. 13th Street, Suite 3-N, Philadelphia, PA 19107. Please call (800) 936-5872
or visit www.folusa.org for more information and photographs of the Books for Babies kit.